

**ABSTRACT OF THE DISCLOSURE**

The invention relates to an advertising panel (1) which is designed to display an advertising message and to diffuse a scent which is associated with the contents of the visually-displayed message. The inventive panel comprises a parallelepiped volume containing: an assembly which is used to display an advertising message that is disposed opposite a display window (7), and at least one scent diffuser (10) which is connected to a scent-diffusing element (11) which is in turn installed opposite an opening (1a) in the panel, such as to diffuse a scented flow to the exterior. The aforementioned diffusing element (11) is connected to the head (13) of the scent diffuser (10), thereby ensuring that a carrier gas is mixed with the scented fluid contained in the receptacle (12). According to the invention, the scented flow obtained at the outlet of the head is pulsed towards the diffusing element (11) and, subsequently, to the exterior of the panel.